



MEDIA ADVISORY

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FOOD AND NUTRITION SERVICE TO LAUNCH NEW INITIATIVE TO HELP FAMILIES MAKE HEALTHIER CHOICES

WASHINGTON, JUNE 7, 2007 – To encourage healthy lifestyles, the Food and Nutrition Service is launching “Loving Your Family, Feeding Their Future: Nutrition Education through the Food Stamp Program,” an initiative to help families make healthy food choices and increase their physical activity.

Nutrition education is a vital part of the Food Stamp Program. This new initiative takes an innovative approach to helping busy moms on a tight budget. It is available in English and Spanish and is one of the *first* nutrition education projects based on the 2005 Dietary Guidelines for Americans.

The press event will feature time-saving, low-cost recipes prepared by Chef Rick Hindle.

WHO: Roberto Salazar, Administrator, Food and Nutrition Service
Clarence Carter, Deputy Administrator, Food Stamp Program
Chef Rick Hindle

WHAT: Launching “Loving Your Family, Feeding Their Future”

WHEN: Thursday, June 7, 2007
10:00 -12:00 p.m. EST

WHERE: Shoppers Food and Pharmacy
6360 – 7 Corners Shopping Center
Falls Church, VA 22044
(703) 533-9453

For more information on this event, please call the Food and Nutrition Service Public Affairs Office at (703) 305-2281.